

How to Create an Effective Mission Statement for your Office/Program

A mission statement:

- Names your office/program and articulates its purpose.
- Defines your office/program's function
- Describes the population your office/program targets

Simple Template:

The mission of **(your office/program)** is to **(your office/program's purpose)** by providing **(your office/program's functions)** to **(your office/program's target population)**

Checklist:

- Is your statement clear and concise?
- Does it clearly state the purpose of the office/program?
- Does it indicate the primary function or activities of the office/program?
- Does it indicate the population?
- Does it support the Division's mission, vision, and/or values?
- Is equity clearly stated and central to the mission of the area?

Helpful hints for improving mission statements:

- Was the mission statement composed via a collaborative office/program-wide process?
- Is the mission known and understood by all members of the office/program staff?
- Is the mission visible to the college community?

Rubric for Office/Program Mission Statements

	Considering	Emerging	Developed	Highly Developed
Statement	Office/program has no mission statement, but you are thinking about it.	The statement may only describe functions without referring to why these functions are being carried out.	The office/program has a mission but it lacks clarity.	Mission statement is brief, clear, and distinctive.
Purpose		The purpose of the office/program is absent or not fully developed.	The purpose of the office/program is stated but it lacks clarity or does not include the primary functions or activities of the office/program.	The purpose of the office/program is clearly stated and it indicates primary functions or activities of the office/program.

Divisional Mission		There is no clear link with the division's mission	There are indirect, or implied links with the division's mission	It clearly supports the division's mission.
Population/ audience/ clientele		The population/ audience/clientele served is not identified.	The population/ audience/clientele served is generally but not clearly identified.	The population/ audience/clientele served is clearly identified.
Equity		Equity is not addressed	Equity is mentioned but not central to the mission of the area	Equity is clearly stated and central to the mission of the area

Source: Studylib.net (modified)

KCC Mission Statement

Kingsborough Community College responds to the needs of its diverse community by offering high-quality, affordable, innovative, student-centered programs of study that prepare graduates for transfer and the workforce. The College strives for equity and seeks to provide each student with the appropriate resources and supports to foster success.

KCC Vision Statement

Kingsborough Community College encourages students to take an active role in their own learning. The College strives for high-quality and continuous improvement in all areas related to student learning, including academic programs, teaching, student services, administration and support, and the campus environment.

KCC Values

Respect - Civility, acceptance, appreciation, and support of individual difference

Diversity - The proactive fostering of greater inclusion and ultimately equity at every level of college life

Integrity - Fair and ethical standards in all policies, procedures, and practices.

Excellence - High-quality teaching, student services, administration, and community engagement; and high standards for student achievement.

Accountability - Taking responsibility for our actions and outcomes.

Innovation - Creative thinking and approaches that enhance learning and support continuous improvement.